

Tobacco Education and Use Prevention Advisory Council (TAC)
Conference Call & Webinar
Meeting Minutes
November 7, 2016
10:00 a.m. - 12:00 p.m.

Advisory Council Members present

Patricia Barrington	David Dobbins	Kahreem Golden	Jennifer Johnson
Les Beitsch	Mary Martinasek	Michael Good	Phillip Marty
Kim Berfield	Ralph DeVitto	Jim Howell	Kevin O'Flaherty
Brenda Olsen for Marshall Deason	David Drobos	Peggy Johns	Penny Taylor

Advisory Council Members absent

Theresa Graham	Sherrie Raulerson	Ali Moradi	William Cousins
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Dr. Celeste Philip called the meeting to order and welcomed all to the call. Dr. Philip called roll, meeting attendance is noted above.

Kahreem Golden recommended one change to the August 19 meeting minutes and the minutes were approved as amended.

Disposition: Updated August 19 meeting minutes will be distributed to the Council.

Synopsis of Tips Media

Bob Rodes, CDC

Bob Rodes, Health Communications Branch Team Lead with the Office on Smoking and Health at the CDC, provided the Council an overview on the TIPS campaign. The presentation explained the research, background, goals, process plan, and evaluation of the TIPS campaign.

Review of Tobacco Free Florida Program Measures

Alma/RTI

Liz McCarthy provided the Council an update on the TFF media campaign and upcoming media and marketing activities that are planned. They were able to pair some How to Quit ads with some Why to Quit messaging, titled Suffering. Kim Collins discussed the 10 year constitutional amendment anniversary of Tobacco Free Florida.

E-Referral Implementation Strategy

Jane Parker

Jane Parker presented cessation successes with data showing the positive increases. Ms. Parker provided an overview of the E-Referral implementation strategy and the different stages involved. The Council agreed this strategy is the right direction for the program to improve efficiencies in the healthcare system. Dr. Philip requested that the updated Joint Commission measures be shared with the Council at a future meeting.

Disposition: The Council will receive an update on The Joint Commission measures at the next meeting. The Council will be updated on outpatient connections for cessation and plans for moving forward that tie into the strategic plan.

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Science of Addiction

Dr. David Drobes

At the request of Council members, Dr. David Drobes presented an overview on the Science of Addiction. The presentation covered how the view of tobacco has changed over time, risk factors, addiction science, and how nicotine affects the brain.

Dr. Philip agreed to have a conversation with the Biomedical Research Advisory Council Chair regarding the next funding cycle for the James and Esther King Biomedical Research Program so we can look at expanding the language in the next funding opportunity announcement.

The Council was notified that there will be a SWAT Statewide meeting on a weekend in May 2017, location is Lake Yale near the Villages.

The next meeting will be face-to-face in Tallahassee on Monday, February 6, 2017.